REMARKS

Claim Objections

Claims 4 and 5 are objected to because of the following informalities:

they depend from a cancelled claim 3. Examiner suggests remapping the claims

to independent claim 1, respectively,

Applicant has amended the claims accordingly.

Claim Rejections – 35 USC § 103

Claims 1, 2, and 4-8 are rejected under 35 U.S.C. 103(a) as best as the

Examiner is able to ascertain as being unpatentable over Matsumoto et al (U.S.

Patent No. 6,763,334).

Regarding claims 1 and 7, Matsumoto discloses a system and method for

determining which non-internet ads direct which web clicks to a web site

comprising (abstract):

a database comprising information about a user's non-internet media buys

which includes advertising on television, radio and newspaper ads (fig. 1, item

15, col. 7, lines 4-56, *type of network media);*

(Note: mailing magazine is one example of non-internet media buys)

an index log file optionally comprising a user's IP address and data and

time user logs onto said web site (fig. 2, item 62, col. 8, lines 53-64);

in the above section referred to by the Examiner, an arrangement module

14 generates an index URL which guides the user clicking on the ad space 201 to

the entrance page 101 of the advertisers website through the agent's server 10

for monitoring the user's access induced by the advertisement (AS SEEN FROM THIS THE USER IS ENTERING THE ADVERTISERS WEBSITE THROUGH THE ADVERTISERS AD SPACE ON A COMPUTER GENERATED AD). Further, the index URL is embedded in the ad space 201 so that an index CGI 61 of the agent's server 10 catches the information of the user clicking on the ad space 201. Some of the information received at index CGI 61 (which again is found by clicking on the ad space 201) is stored in an index log file 62.

said system comparing information from said first database with information from said index log file to determine which of said non-internet ads generated said web clicks and providing said information to a user (col. 10, lines 8-12);

Column 10, lines 8-12 specifically discuss a users response or action induced by the advertisement on the ad space 201 which as previously stated in column 8 is an ad space found when a user clicks on the ad space to the entrance page 101. Matsumoto therefore specifically states that the ads are internet ads and therefore the system of Matsumoto cannot compare information from the index log to determine which of the non-internet ads generate the web clicks since the ads specifically discussed by Matsumoto are internet ads.

and wherein the user's non internet buys comprises:

date and time of advertising, type of advertising, location of ad and expiration date of the ad (col. 7, lines 24-40 and col. 6, lines 59-64).

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The section referred to by the Examiner relates to an ad placement identification code. Again, this does not refer to the non-internet buys which are specifically stated in the claims and specification of the present invention.

Matsumoto does not expressly teach a second database for storing user's IP address, but does store user's referrer log showing all referring pages from which the user is led to entrance page and also optionally stores the user's IP address in the index log file (62). Note, the user's IP address does not have to be stored because Matsumoto system uses an index URL embedded in the ad which allows for the monitoring of the user's access induced by the advertisement hence the actions of the user are known without the need for user's IP address, however, optionally user's IP address may be stored (col. 8, lines 53-63).

Applicant agrees with the Examiner that Matsumoto specifically uses an index URL embedded in the ad. This can only be done with an internet ad. You cannot embed a URL into a non-internet bed or non-internet media buy as claimed in the patent application. Therefore, Matsumoto teaches away from the applicant's claimed invention.

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to store user's IP address and referrer log in a second database in the Matsumoto system by simply modifying the index log file (62) to be implemented as a database. One would be motivated to use a second

database instead of an index log file to easier manipulate the data stored in the index log file.]

Therefore, it would not be obvious to modify Matsumoto since Matsumoto uses an embedded URL to determine where someone found the advertisement that is on the internet. Applicant creates two databases, one of non-internet media buys and the other of a user's IP address and date and time the user's log onto a website. These are two unrelated ways of determining which ad directed a person to a website.

For the reason stated above, Claim 1 is not obvious over the prior art.

Regarding claims 2 and 8, Matsumoto discloses the system further comprises a report that shows which ads generated the web clicks (col. 8, lines 61-65).

Claim 2 and Claim 8 require a report which shows which of the non-internet advertisements generated the web clicks. The Examiner's cite relates to an IP address which would not show which of the non-internet advertisements generate a web click. For example, that would be the name of a newspaper article or a television ad which is not referred to at all in the section referred to by the Examiner. Therefore, Claims 2 and 8 are not obvious over the prior art.

Regarding claim 4, Matsumoto discloses the information about a user's media buys further comprises demographics of the ad (col. 6, lines 59-63).

For the reasons stated above for Claim 1, Claim 4 is not obvious over the prior art.

Regarding claim 5, Matsumoto discloses the information about a user's media buys further comprises cost of the ad (col. 5, lines 22-29).

For the reasons stated above for Claim 1, Claim 5 is not obvious over the prior art.

Regarding claim 6, Matsumoto discloses a report that shows which of the web clicks do not correspond to an ad (col. 9, line 61 to col. 10, line 20).
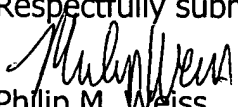
For the reasons stated above for Claim 1, Claim 6 is not obvious over the prior art.

The Examiner states that Matsumoto compares (analyzes) data from the first database and index log file to determine what advertisements caused users to perform specific actions (see rejection above and col. 8, lines 53-63 and col. 9). The patent claims do not relate to specific actions performed on the website. The claims relate to determining which non-internet ad caused a user to log onto the website.

Applicant now believes the application is in condition for allowance.

Respectfully submitted,

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